

PATENTS
*FEB 21 2002*IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Dimitri Kanevsky, et al.

Examiner: Donald L. Champagne

Serial No: 09/422,195

Art Unit: 2162

Filed: October 21, 1999

Docket: YOR919990321US1 (12837)

For: SYSTEM AND METHOD FOR GROUP
ADVERTISEMENT OPTIMIZATION

Dated: February 4, 2002

Assistant Commissioner for Patents
 United States Patent and Trademark Office
 Washington, D.C. 20231

AMENDMENT

Sir:

In accordance with the Office Action dated November 2, 2001, please amend
 the above-identified application as follows:

IN THE CLAIMS:

Please amend Claims 1-8, 11, 16-23, 26, 29-36 and 39 as follows:

Sub B1 1. (Amended) A system for generating an advertisement optimized for two or more persons located at a public location, said system comprising:

means for obtaining data relating to characteristics of said two or more persons at a public location during a period of time;

CERTIFICATION OF FACSIMILE TRANSMISSION

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Dated: February 4, 2002

Grace Colucci
Grace Colucci

AMENDMENT TRANSMITTAL LETTER (Large Entity)

Applicant(s): Dimitri Kanevsky, et al.

Docket No.

Y0R919990321US1 (12837)

Serial No.
09/422,195Filing Date
October 21, 1999Examiner
Donald L. ChampagneGroup Art Unit
2162Invention: **SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION****TO THE ASSISTANT COMMISSIONER FOR PATENTS:**

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED

| | CLAIMS REMAINING AFTER AMENDMENT | HIGHEST # PREV. PAID FOR | NUMBER EXTRA CLAIMS PRESENT | RATE | ADDITIONAL FEE |
|--|-------------------------------------|-----------------------------|--------------------------------|-----------|-------------------|
| TOTAL CLAIMS | 41 - | 41 = | 0 | x \$18.00 | \$0.00 |
| INDEP. CLAIMS | 3 - | 3 = | 0 | x \$84.00 | \$0.00 |
| Multiple Dependent Claims (check if applicable) <input type="checkbox"/> | | | | | \$0.00 |
| TOTAL ADDITIONAL FEE FOR THIS AMENDMENT | | | | | \$0.00 |

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Any additional filing fees required under 37 C.F.R. 1.16.

Any patent application processing fees under 37 CFR 1.17.



Dated: February 4, 2002

Steven Fischman
Registration No. 34,594SCULLY, SCOTT, MURPHY & PRESSER
400 Garden City Plaza
Garden City, New York 11530
(516) 742-4343

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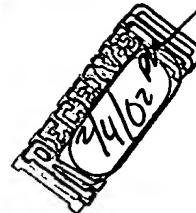
cc:

400 Garden City Plaza
 Garden City, New York 11530
 (516) 742-4343 - Telephone
 (516) 742-4366 - Facsimile
 e-mail: intprop@ssmp.com

**SCULLY, SCOTT, MURPHY
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|---------------|---|---------------|--------------------------|
| To: | Examiner Donald L. Champagne | From: | Steven Fischman |
| Fax: | (703) 746-7239 | Pages: | 28 including cover sheet |
| Phone: | | Date: | 2/4/2002 |
| Re: | Dimitri Kanevsky, et al. Serial No: 09/422,195 Group Art Unit: 2162 Docket No: YOR919990321US1 (12837) | CC: | |

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Applicant(s): Dimitri Kanevsky, et al.

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Serial No.
09/422,195Filing Date
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Donald L. ChampagneGroup Art Unit
2162Invention: **SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION***Official*

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